

AFRICA TRADE, MARKETS & EXPORTS 2013

25th - 26th September 2013, Hackle Brooke Conference Centre

Overview

This conference seeks to further the trading interest of both the private and public sector groups in Africa with the objective of enhancing inter-regional and multi-regional trade. According to the IMF, growth in sub-Saharan Africa will surge to 6.1% next year, well ahead of the global average of 4%. Africa is booming in nearly every sector, ranging from massive energy developments in Mozambique, Tanzania, Ghana, and other countries; to the growth of Rwanda and Kenya's information and communications technology sectors; to South Africa's thriving auto industry.

Africa is reaching a turning point in its hard-fought battles against poverty and economic growth. However the continent needs to narrow trade deficit among its regional blocs and other trading partners. The conference seeks to encourage innovative ways of capitalising the current growth rate through investment and trade. Participants will be drawn from various export and import sectors, economists, financial organisations and public sector managers.

Who Will Attend?

- Trade & Customs Directors
- International & Regional Trade Commissions
- Directors Trade and Industry
- Directors Trade Intelligence
- Trade Logistics Directors/Managers
- Export Credit Director/Managers
- Import and Export Agencies
- Export and Import Insurance Managers
- Trade Lawyers
- Trade Facilitation Senior Managers
- Trade Economists
- Investment Advisory Managers
- Trade Economy Researchers

Speakers

- **Willie Shumba**, Senior Programme Officer, Customs Trade, Industry, Finance & Investment (TIFI) Directorate Southern African Development Community (SADC)
- **Agnes Gifty Adjei-Sam**, Deputy Director, Trade Information and Research Ghana Export Promotion Authority & National Focal Point Person, ACCESS! for Women in International Trade, Export Management Development Adviser- International Trade Centre, Geneva Certified
- **Professor Farayi Gwenhamo**, Economist, International Trade and Development, International Monetary Fund (IMF)
- **Suzana Mwita**, Deputy Director, Ministry of Industry and Trade Tanzania
- **Omri van Zyl**, Associate Director, Deloitte Africa Agribusiness (DAAU) Head, Deloitte Consulting
- **Steven Gamble**, Co -chair, African Loan Market Association
- **Dr. Petrus de Kock**, Research Manager, Brand South Africa
- **Yejoo Kim** – Research Analyst, Centre for Chinese Studies
- **Linda Holtes**, Director, Platinum Mile Consultants
- **Dr. James Tsabora**, Rhodes University
- **Peter Draper**, Trade Research Consultant and Director, Tutwa Consulting
- **Peter Metcalfe**, Founder and Chairman of The Foundation for the Development of Africa



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DAY 1

08:30-9:00 Registration

09:00-09:15 Welcome Remarks

09:15-10:00 TRADE FACILITATION MEASURES IN THE TRIPARTITE FREE TRADE AREA

- COMESA-EAC-SADC Tripartite Institutional Framework
 - Market integration based on the Tripartite Free Trade Area (FTA)
 - Infrastructure Development to enhance connectivity and reduce costs of doing business; and
 - Industrial development to address productive capacity constraints
- [Willie Shumba, Senior Programme Officer, Customs Trade, Industry, Finance & Investment \(TIFI\)](#)

10:00-10:45 Africa's Challenges in International Trade and Regional Integration"

- Trade policies & free trade tariffs state of affairs
 - Trade facilitation trends
 - Current statistics & future prospects
- [Peter Draper, Trade Expert and Director, Tutwa Consulting](#)

10:45-11:00 Tea Break

11:00-12:00 Africa's Challenges in International Trade and Regional Integration: What Role for China? China-Africa trade: The Future

- Issues and challenges faced by international trade for African countries
- The current pattern of Chinese engagement in Africa
- FOCAC framework to strengthen Africa's trade - progress, achievements and constraints
- Will Chinese investment contribute to economic development in Africa?

[Yejoo Kim – Research Analyst, Centre for Chinese Studies](#)

12:00-13:00 The Viability of Agribusiness Exports Into Africa & Asia

- Financing agricultural production
 - Trade facilitation mechanism
 - Political risk
 - Customs valuation
 - Global warming impact on production
- [Omri van Zyl, Associate Director, Deloitte Africa Agribusiness \(DAAU\) Head, Deloitte Consulting](#)

13:00-14:00 Lunch Break

14:00-15:00 Trade Credit and Current Assessment of Political Risk In Africa

- How effective are current policies to protect against trade credit risks and increase Africa's appeal to the private market?
 - Assessing the latest developments in Africa's political risk environment and the subsequent impact on trade.
 - Legal Protection of International, Regional Sales and Loans
 - Contracts
 - Insurance policy
 - Dispute resolutions
 - Security enforcement
- [Steven Gamble, Co -chair, African Loan Market Association](#)

15:00-15:15 Afternoon Break

15:15-16:00 SA Positioning In Relation To Intra-African Trade, and Regional Integration

- The talk will focus on key regional integration initiatives such as the Trilateral Free Trade Area that incorporates SADC, COMESA and the EAC. This free trade area, currently in negotiations, will create an integrated market of more than 640 million people.
- While the Trilateral Free Trade Area is at an advanced stage of development, the talk will also interrogate examples of regional infrastructure development projects in SADC and the EAC.
- South Africa's positioning in relation to intra-African trade, and regional integration will be discussed in relation to key policies. For example, the Department of International Relations and Cooperation's continued emphasis on Africa as strategic environment.

In this context the National Development Plan also highlights the importance of enhancing intra-African trade for the development of regional economies of scale with tangible benefits to South Africa in the long term.

[Dr. Petrus de Kock, Research Manager, Brand South Africa](#)

16:00 Summary



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DAY 2

08:30-08:45 Registration

08:45-09:00 Welcome Remarks

09:00-09:45 Contracts of Sale Within The African Continent

- The Incoterms ® 2010
- The Latest ICC Contracts of Sale
- The risks and benefits of appointing a partner within the African continent

Linda Holtes, Director, Platinum Mile Consultants (Cosmetic Export Council of South Africa)

09:45-10:30 Infrastructure Development The Solution To Exports Capability

- Creating new trade links
- Finding solutions to road, rail and electricity infrastructure
- Finance options and opportunities: How realistic are they?
- Private sector investment in infrastructure programmes
- What has worked so far?

Suzana M. Mwita, Deputy Director, Ministry of Industry and Trade Tanzania

10:30-10:45 Tea Break

10:45-11:30 Improving Africa's Export Market Intelligence & Access to EU, China & Brazil

What's the Ghana experience?

- Growing the market share in China & EU

Agnes Gifty Adjei-Sam, Deputy Director, Trade Information and Research Ghana Export Promotion Authority

11:30-12:15 Domestic and Regional Political Constraints To Regional Customs Union: The Case Of Zimbabwe And South Africa

To African statesmen, the business of treaty making is an arduous task equalled only by the delicate demands involved in treaty implementation. For this reason, some treaties have taken decades to come into being, and even more years to be implemented. Fewer examples illustrate this truism than the collective efforts by southern and eastern African states to strike an agreement on a common market, which would among other benefits, introduce a Customs Union to the benefit of the whole region. Even more unfortunate is the time that it is taking for these states to establish such Union and pool their resources together to make this noble objective a success. An investigation into the reasons for the delays and diminished political will discloses serious political constraints that impact in the trading relationships among COMESA member states. This paper is an analysis of the trade relationship between South Africa and Zimbabwe with a view to demonstrating how such a relationship has been influenced by political rather than economic considerations. It will be argued that this trade relationship has consequently engendered a 'fear of the unknown' in both Zimbabwe and South Africa and it

is this fear that discourages these two countries to move with speed in bettering their trade relationship for the benefit of their economies. A case study of South Africa and Zimbabwe might reveal that the trend, that is, harbouring a fear of the unknown, also exists in other COMESA member states interested in the benefits to be brought about by the Customs Union.

Dr. James Tsabora, Rhodes University

12:15-13:00 Co-Ordination of Regional Economic Policies

- Are competing monetary, customs and tax policies reducing the scope for efficient regional supply-side development and restricting the impact of the liberalisation of domestic tariffs?

Peter Metcalfe, Founder and Chairman of The Foundation for the Development of Africa

13:00-14:00 Lunch Break

14:00-15:00 The Future of Foreign Direct Investments In Sub-Saharan Africa.

- How has Africa's share of global foreign direct investment (FDI) grown over the past five years?
- Highlighting the growing interest from foreign investors
- Projections of FDI investment

Farayi Gwenhamo, Economist, International Trade and Development, International Monetary Fund

15:00-15:15 Afternoon Break

15:15-16:00 Interactive panel discussion: The growing importance of financial services in boosting trade

- How best should financial institutions position themselves to make the most of available liquidity?
- Which industries or commodities do banks view as a 'safe' investment?

Farayi Gwenhamo, Economist, International Monetary Fund, Dr. James Tsabora, Rhodes University, Agnes Gifty Adjei-Sam, Deputy Director, Trade Information and Research Ghana Export Promotion Authority & Peter Metcalfe Conference Chair Person

16:30 End of Conference



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